



SOUDER, BETANCES & ASSOCIATES, INC.
DIVERSITY TRAINERS AND CONSULTANTS

**“Strengthening the World of Work
Through Diversity”**

	<p>SOUDER, BETANCES AND ASSOCIATES, INC.</p>
<p>DIVERSITY AS A LEADERSHIP STRATEGY</p>	
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<p>“It is more important to know what sort of a patient has a disease, than what sort of disease a patient has.”</p> <p>- Sir William Osler</p>	
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Keynote Overview

- **Overview**
- **Qualifications**
- **Learning Goals**

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THE CHALLENGE

Social position, economic status, culture, and environments are critical determinants of who is born healthy, who grows up healthy, who sustains health throughout his or her lifespan, who survives disease, and who maintains a good quality of life after diagnosis and treatment.

**The National Cancer Institute
"Plans and Priorities for Cancer Research"**

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The Business-Mission Case for Increasing Diversity Competencies to Address Healthcare Disparities

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The Four Forces of Change

- **Globalization**
- **Demographic Trends**
- **Cultural Shifts**
- **Disparities**

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Diversity Competencies for Reducing Disparities in Healthcare

1

Become dissatisfied with the status quo.

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Diversity Competencies for Reducing Disparities in Healthcare

2

Recognize that social injustice related to race and class drives some of these disparities.

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Diversity Competencies for Reducing Disparities in Healthcare	
<p style="text-align: center;">3</p> <p style="text-align: center;">Join or create inclusive, diverse reading/discussion groups for developing/honing competencies that address disparities.</p>	
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Diversity Competencies for Reducing Disparities in Healthcare	
<p style="text-align: center;">4</p> <p style="text-align: center;">Make sure that the pipeline of talent development is inclusive and diverse at all levels.</p>	
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Diversity Competencies for Reducing Disparities in Healthcare	
<p style="text-align: center;">5</p> <p style="text-align: center;">Implement EO to target illegal discrimination and diversity strategies for targeting “legal” behaviors that yield a discriminatory outcome.</p>	
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Diversity Competencies for Reducing Disparities in Healthcare

6

Implement staff development programs to upgrade the diversity competencies of your work teams.

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Diversity Competencies for Reducing Disparities in Healthcare

7

Provide *meaningful assignments* to underrepresented groups in order to achieve D&I goals.

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Don't wait until all the research that can be done is completed before taking action to address disparities. Lives are at stake. The cancer of indifference is the most dangerous and difficult to cure.

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Leveraging Best Practices for Addressing Disparities

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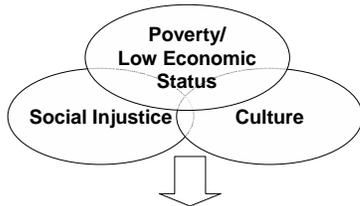
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Patient Navigator Program



Dr. Harold Freeman

Causes of Health Disparities



Prevention	Early Detection	Diagnosis/ Incidence	Treatment	Post Treatment/ Quality of Life	Survival and Mortality
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Freeman, Adapted from *Cancer Epidemiology Biomarkers & Prevention*, April 2003



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“Diversity is not about counting heads, it’s about making heads count.”

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Identify, Target and Eliminate Faulty Assumptions About D&I

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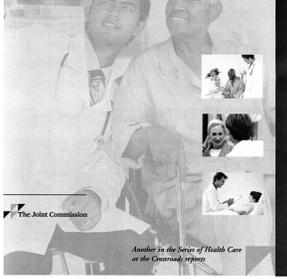
“Incorporating patients perspectives on culturally and linguistically appropriate services into current measures of quality will provide important data and create opportunities for providers and health plans to make improvements.”

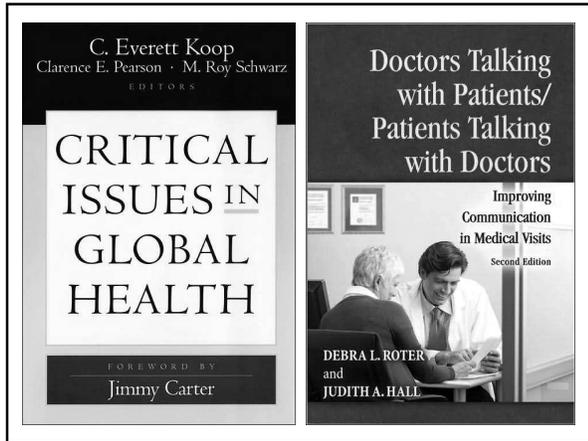
- Anne Beal, M.D., M.P.H.

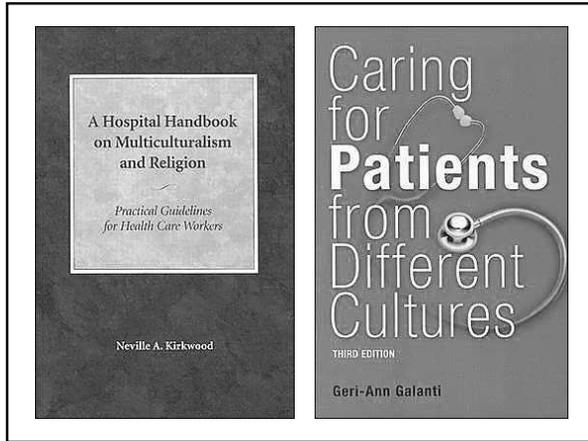
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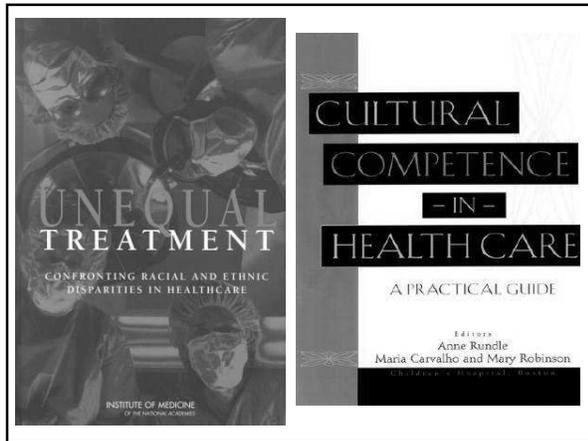
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<p>Resources</p>	
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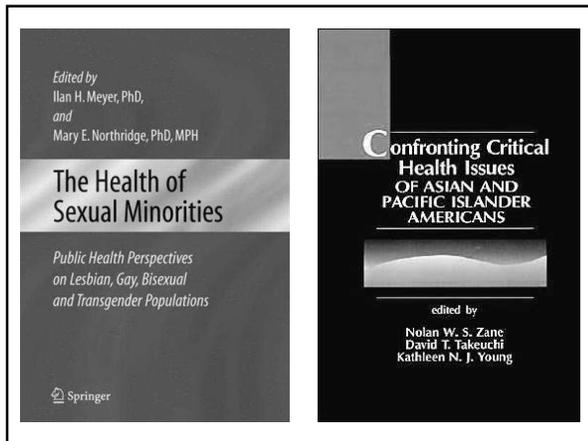
	<p>SOUDER, BETANCES AND ASSOCIATES, INC.</p>
<p>“If you don’t read, you can’t lead.”</p>	
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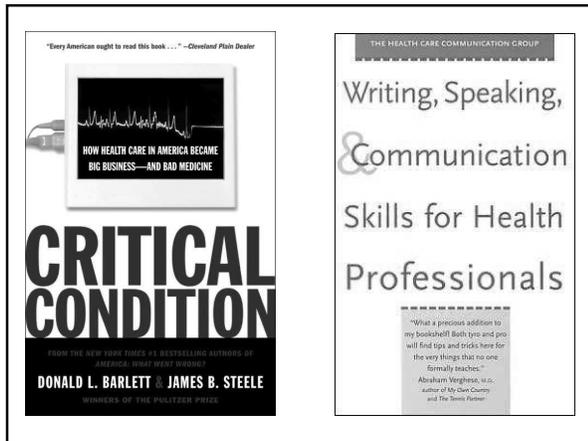
<p><small>"A unique, important, and essential guide... This is one book of your own that is in the same way yours." —Donald D. Laird and Douglas J. Salovey, authors of <i>Practicalities</i></small></p> <p>How Doctors Think</p>  <p>JEROME GROOPMAN, M.D.</p>	<p>“What Did the Doctor Say?” Improving Health Literacy to Protect Patient Safety</p>  <p><small>The Joint Commission</small></p> <p><small>Another in the Series of Health Care at the Community's Edge</small></p>
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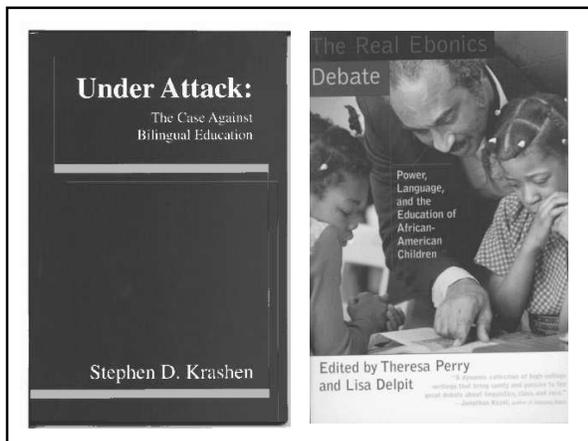


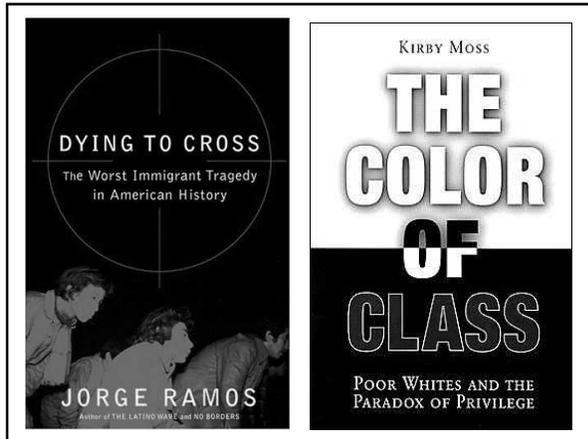


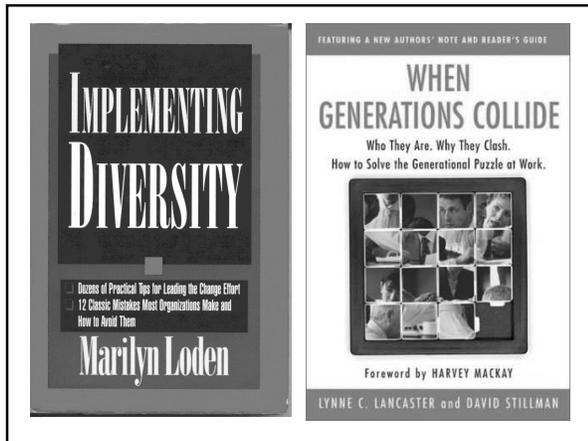


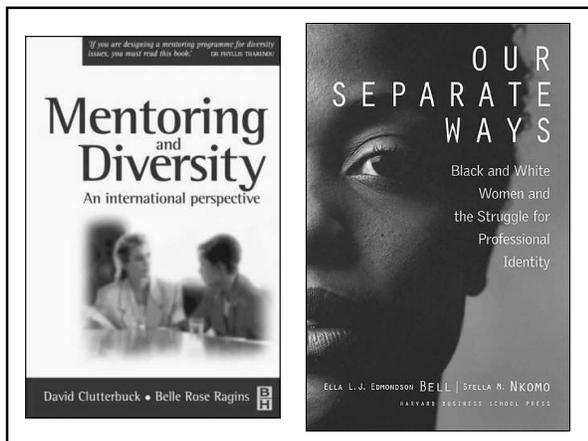


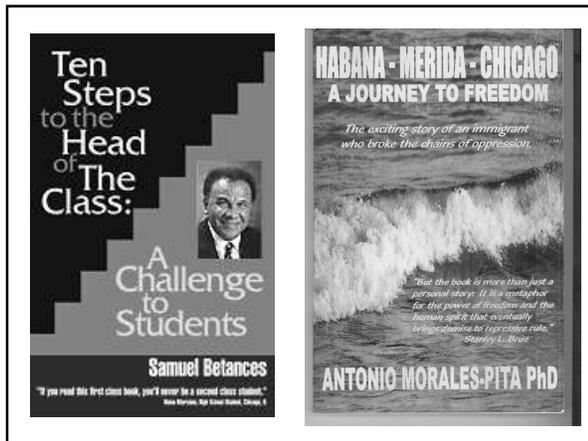












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<h3>Building a Personal Plan of Action: The Way Ahead</h3>	
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PERSONAL PLAN OF ACTION EXERCISE	
<ol style="list-style-type: none"> 1. What are the two most important lessons you have learned? 2. How will you increase your D&I competencies for addressing disparities? 3. What book(s) will you have to read to further enhance your leadership tool kit? 4. In view of lessons learned, what will you have to stop doing? 	
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